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Play.

THE PLAY FORMULA: Strengths + Meaning/Time = PLAY

Who do you think you are?

NAME Gwen Witherspoon

DATE February 7, 2019

	PERSONAL	BUSINESS
Strengths (Gifts)	CONFIDENCE – know yourself well, have strong self-belief, convince others of your ability to get positive results	ACTION: Assess the competition if entering new markets, Surround yourself with partners who can challenge your thinking, Consider diverse points of view to assess opportunities realistically
	DETERMINATION – exhibit a tremendous work ethic, are tenacious and persistent, have the ability to recover from setbacks	ACTION: Pivot when results don't match your expectations, Help your team see the possibilities during challenging times, Reflect on your successes and mistakes
	RISK – comfortable with ambiguity, take a rational approach to decision-making, embrace challenges enthusiastically	ACTION: Account for external business conditions, Calculate your odds of success before assuming risk, Have outsiders evaluate your ideas
	INDEPENDENCE – can single-handedly operate an organization, autonomously set goals and take action, are able to multitask	ACTION: Recognize the value others can bring to your endeavors, Develop systems to handle repetitive tasks, Expand your team
	BUILDER ROLE: CONDUCTOR – you unify an orchestra to produce beautiful music	Possess great management talent, and bring order and harmony to the chaos of a young venture
Meaning (Values)	RHYTHM – fully experiencing the beauty, pleasure, and sweetness of life	WORK – becoming by effectively managing potential and resources
	REVELATION – a worthwhile spirit, soul, body cause	VISION – a far-reaching, positive revelation of the future
	RELATIONSHIP – providing guidance, savoring success, sparking enthusiasm	GROWTH – developing strength by withstanding the test of time, trouble, and triumph
Time (Purpose)	RECRUITING TALENT: finding the right people for key positions	Building an organization by building its people
	DELEGATING: trusting others to take responsibility	Looking for ways to delegate work and authority
	DECIDING: with little self-doubt, you do not hesitate to decide and act on your own, regardless of what others think	When something needs to be done, making sure it happens, even if something gets in the way
	CHALLENGING the status quo, you are demanding	Fixating on growth metrics and holding yourself and team accountable for the goals you set

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Plan. Flip 5: Principles of Planning

BUILDING THE ARK

What problem are you going to solve?

DATE February 7, 2019 FOCUS Adam Red

1	Look Within	What is this dream that you have? use art, technology, and music to communicate beauty, pleasure, and sweetness
2	Look Up	Why is this worth doing? Visionary leaders need help interpreting their dreams (self actualization/fulfillment)
3	Look Around	What resources can you employ? 34 years in marketing communications, 10 years of retail management, strategic planning
4	Look Ahead	What's the V.I.V.I.D.™ View? Full service agency providing services in four categories: 1) branding, 2) digital, 3) content, and 4) experiences
	Vision	What's the big picture? Build a global team to help entrepreneurs, faith-based organizations, and companies to build their brands
	Identity	What does it look like? Modern, Pragmatic, Creative (Yet Precise)
	Voice	What's your core message? We are the strategic partner you've been needing to position your brand for growth.
	Information	What do you need to know? What expertise does it require? How to build, manage, and scale a multi-million dollar agency
	Development	Who do you need to become? I need to become a thought leader, rather than a technician.
5	Look Back	re-View (Reporting, Analysis, Assessment) I have a rich and full portfolio of work that demonstrates the scope of my capabilities, but I have not identified the clients that I need to sustain my family and the business because I allowed doubt and disappointment to keep me from preparing effectively for the clients I believe I am destined to serve.

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Produce.

MASTER YOUR HABITS

What do you need to R.E.P.O.H.?

REPETITION | EASY | PLEASURE | OFTEN | HABIT

Your ability to execute your vision is determined by your habits.

DATE: February 7, 2019 FOCUS: Adam Red

5 Habits to Master		PERSONAL	BUSINESS
Organizing	VISION	Meticulously describe what I see	Engineer Adam Red corporate DNA
	COMMUNICATION	Write evergreen content	Create a content calendar
	PROCESS	Define my high-level management activities	Complete client acquisition & onboarding workflow
	THOUGHTS	Read more intentionally	Identify thought leaders and adapt their methods
Tracking	ANALYTICS	Automate reporting mechanisms	Review web, social & email metrics
	MONEY	Define bookkeeping process	Complete income & expense projections
	PROJECTS	Program timelines in CRM	Set deadlines
	TIME	Calculating project time daily	Update Project Sheets weekly
A.C.T.ing	PLANNING	Asking for referrals	Prospecting clients
	CONNECTING	Devdloping personal following	Developing business followers
	SERVING	Adapting approach	Delighting clients by actively listening
	ASSESSING	Evaluating my performance continually	Identifying client growth opportunities
Waiting	PRAYER	Asking the Holy Spirit for revelation	Making my requests known
	TEAM	Developing position description	Designing organizational chart
	TRAINING	Documenting best practices	Creating Operations Manual
	REST	Enjoying my progress	Commemorate milestones
Scheduling	TOOLS	Allot time to implement learnings	Enrolling in regular vendor trainings
	PREPARATION	Compiling client intelligence	Interpreting research
	FOLLOW-THROUGH	Proposal presentations	Proposal reviews
	FOLLOW-UP	Configure survey mechanisms	Prepare potential questions to elicit feedback

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Produce.

CREATE AN ACTION PLAN

How are you going to get it done?

DATE: February 7, 2019 | FOCUS: Adam Red

		TEAM	CUSTOMER
Purpose	MISSION	Assemble & activate a team of experts	To position clients for growth at every stage of business
	VISION	Diverse, faith-filled innovators	• Employing timeless principles, • Analyzing culture, • Designing compelling experiences, • Maximizing modern distribution systems
	VALUES	Resourceful, Adaptable, Resilienet	Vision, Work, Growth
People	RECRUITING	Actively asking	Upwork & Strategic Partners
	TRAINING	Create onboarding courses	Creating Operations Manual
	COMMUNICATION	Use digital collaboration tools	Create a content calendar
	MANAGEMENT	Provide direction & coaching	Cultivate ongoing relationships
Product	POSITIONING	Find team members relevant to targets	Define client personas
	PRICING	Create target revenue per category and commissions	Fine tune produce, service & package tiers
	COMPETITION	Identify, follow & monitor	Compare & test
	SALES	Recruit Adam Red champions	Promote offers to qualified leads
Profit	BOOKKEEPING	Organize data & receipts	Acquire monthly professional help
	PROJECTIONS	Budget compensation	Develop income & expense projections with estimates and actuals
	INVOICING	Automate reminders	Audit terms
	ACCOUNTING	Balance books	Generate financial statements
Process	CUSTOMER ACQUISITION	Talent Management Model	Define sales funnels
	DISTRIBUTION	Execute SEO strategy	Establish partnerships
	FULFILMENT	Satellite offices & teams	Strategists
	SUPPORT	Enlist Virtual Assistants	Assign to clients & projections
Promotion	BRANDING	Conceptualize messaging based on client personas	Develop brand assets
	TRADITIONAL MEDIA	Identify appropriate traditional media channels	Solicit free publicity
	SOCIAL MEDIA	Schedule evergreen & curated posts	Create content calendar
	MARKETING	Continually improve messaging	Use capabilities brochures to inform current & prospective clients

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